

THE IPA IN A CHANGING WORLD

Thursday, March 21, 2019

8:30 - 8:45 AM

★ WELCOME AND AGENDA

SPEAKER — AL HOLLOWAY, MBA, MHA, President/CEO TIPAAA, Milton, GA

8:45 - 9:30 AM

A LEADER WORTH FOLLOWING IN A PHYSICIANS CHANGING WORLD

SPEAKER — RANDY FOX, Keynote Speaker & Author, FoxPoint, Oxford, FL**MODERATOR** — BARBARA MASSEY, Director, Provider Relations, Boulder Valley IPA, Boulder, CO

9:30 - 11:00 AM

IPA MEDICAL DIRECTORS PANEL

In an environment where more physicians seem to be entering into employment models - How do you support and maintain independence for those who chose it? What is their future? How do you get employed and independent physicians to work together to perform in risk contracts? How does their performance impact their compensation? How are you getting specialists engaged so as to avoid them feeling disenfranchised? How do you present yourself in the market as an integrated system when the physicians are under different employment models?

SPEAKERS — AJIT PAREKH, MD, Board Director, Assistant Medical Director, Independent Physicians Network, Milwaukee, WI; **DR. JOHN FRANCO**, Medical Director for The Independent Physician Association of Nassau/Suffolk Counties, Inc. "IPANS"; **TRIPPE JONES**, Medical Director from GA; **RICHARD NG**, Medical Director, Coalition of Asian-American Independent Physician Association (CAIPA), New York, NY**MODERATOR** — PAUL S. HARKAWAY, MD, Chief Accountable Care Development Officer, TRINITY HEALTH, Livonia, MI

11:00 - 11:15 AM

BREAK — SPONSORED BY HealthAxis Group



11:15 - 12:15 PM

TO BLOCKCHAIN OR NOT TO BLOCKCHAIN?

What is the Blockchain? What are the applications of Blockchain technology in healthcare? How will this affect the physician community? Many have equated Blockchain with "Bitcoin," however, Blockchain is far beyond Bitcoin and has disruptive potential for a number of industries, including healthcare. In this session, we will discuss the fundamentals of Blockchain and its implication in healthcare and how this may benefit the physician community.

SPEAKERS — ALEXANDER GAFFNEY, Senior Manager, Health Research Institute, PricewaterhouseCoopers, Dallas, TX; **JOE HERNANDEZ**, Founder, Chicago Blockchain Project, Chicago, IL; **CHRIST PAVLATOS**, MD, MBA, Founder and CEO, PatientMD, Partner with Illinois Bone and Joint Institute (IBJI), Lake Forest, IL**MODERATOR** — BARBARA MASSEY, Director, Provider Relations, Boulder Valley IPA, Boulder, CO

12:15 - 12:45 PM

CYBER SECURITY TRENDS IN HEALTHCARE

SPEAKER — GARY W. HOPEWELL, JR., Computer Scientist, FBI, Orlando, FL**MODERATOR** — BARBARA MASSEY, Director, Provider Relations, Boulder Valley IPA, Boulder, CO

12:45 - 2:00 PM

LUNCH

2:00 - 2:45 PM

PROVIDERS OF THE FUTURE: WHAT HAPPENS WHEN THE HOSPITAL IS NO LONGER THE CENTER OF THE HEALTH UNIVERSE?

A new era is dawning for health providers. Facing death by a thousand cuts, hospitals and physician groups won't be able to survive by fine-tuning their business models. They are going to have to recast themselves altogether. Over the next 10 years, the nation's health systems will rebuild themselves for the millions of Americans who come to them seeking care, wellness and sustainable, affordable paths to health in the burgeoning New Health Economy. An analysis by PwC's Health Research Institute concluded that four provider system models are expected to dominate the future.

SPEAKER — BEN ISGUR, Health Research Institute Leader, PricewaterhouseCoopers, Dallas, TX

MODERATOR — JENNIFER ROACH, Executive Director, Physicians Contracting Organization of Texas, Tyler, TX

2:45 - 3:15 PM

SPONSORED BY

**USE OF LABORATORY DECISION SYSTEM AS A TEST UTILIZATION MANAGEMENT IN CLINICAL SETTINGS**

Healthcare providers are challenged by a lack of information concerning the thousands of available clinical laboratory tests. Failure to order necessary tests leads to an inappropriate utilization of test results, producing an incorrect or delayed diagnosis and treatment. The findings in a multi-database systematic review showed that overutilization and/or underutilization of laboratory tests occurs 20.6% and 44.8% respectively (PLoS One 2013;8:e78962), which burdens the overall healthcare system. Here we present current methods that health institutions are utilizing to tackle this problem and compare them to a newly developed Laboratory Decision System that may prove to be the solution to this persistent issue.

SPEAKER — SAFEDIN SAJO BEQAJ, PhD, HCLD, CC (ABB), President and CEO, Medical Database, Inc., Irvine, CA

MODERATOR — JENNIFER ROACH, Executive Director, Physicians Contracting Organization of Texas, Tyler, TX

3:15 - 3:30 PM

AN IPA MODEL FOR THE FUTURE

Learn how the Integrated Independent Physicians Association (IPN) has evolved its IPA into a clinically integrated network, a network to provide care to Commercial, Medicare, and Medicaid patients; developed a direct to employer insurance program; represents a "complete independent healthcare outpatient delivery system", and is expanding its footprint with medical villages in Central Florida, and much more.

SPEAKER — LARRY JONES, Chief Executive Officer, HPOF Holdings, LLC, DBA Independent Healthcare Partners, Maitland, FL

MODERATOR — JENNIFER ROACH, Executive Director, Physicians Contracting Organization of Texas, Tyler, TX

3:30 - 5:00 PM

EXHIBITOR NETWORK RECEPTION

THE IPA IN A CHANGING WORLD

Friday, March 22, 2019

8:30 - 10:00 AM

EXHIBITOR NETWORK RECEPTION — BREAKFAST — SPONSORED BY **HealthAxis Group**

10:00 - 10:45 AM

A HEALTHY START: CONNECTION KICK OFF**SPEAKER — TIM CLUE**, Motivational Speaker**MODERATOR — AL HOLLOWAY**, MBA, MHA, President/CEO TIPAAA, Milton, GA

10:45 - 11:30 AM

THE FUTURE OF HEALTHCARE DELIVERY IS OUTSIDE THE PHYSICIAN OFFICE

This panel discussion will include viewpoints from IPAs, national retail pharmacies and laboratories that are increasingly offering services that have traditionally been offered exclusively by physicians. The focus of the discussion will be trends in healthcare delivery that will directly impact physician organizations and what physicians need to know to be proactive in planning for the future.

SPEAKERS — RICHARD D. SANDERS, Esq., Southern Health Lawyers, LLC, (a Sanders & Mustari Law Firm), Atlanta, GA; **DAVID SMITH**, President, Kearny Street Consulting, Inc., Alpharetta, GA**MODERATOR — CHRIST PAVLATOS**, MD, CEO, PatientMD with Illinois Bone and Joint Institute (IBJI), Lake Forest, IL11:30 AM - 12:00
PM**PHYSICIANS AND ACOs**

Learn why they need to lead the efforts to transform care in order for long term success, why they will be challenged to lead them, and what to do about it.

SPEAKER — PAUL S. HARKAWAY, MD, Chief Accountable Care Development Officer, TRINITY HEALTH MICHIGAN, Canton, MI, Livonia, MI**MODERATOR — CHRIST PAVLATOS**, MD, CEO, PatientMD with Illinois Bone and Joint Institute (IBJI), Lake Forest, IL

12:00 - 12:45 PM

ANTITRUST UPDATE: IPAS IN A CONSOLIDATING INDUSTRY

IPAs are facing consolidation in the health plan market, in the hospital market and, as hospitals or their affiliates acquire physician practices, in the physician market. How can IPAs maintain their role as innovative competitors in this environment? This session will provide the basic antitrust principles to which IPAs need to adhere in crafting a strategy for success in an increasingly consolidated industry.

SPEAKER — JOHN WIEGAND, Antitrust Attorney, Federal Trade Commission, San Francisco, CA**MODERATOR — CHRIST PAVLATOS**, MD, CEO, PatientMD with Illinois Bone and Joint Institute (IBJI), Lake Forest, IL

12:45 - 2:30 PM

EXHIBITOR NETWORK RECEPTION — **LUNCH**

2:30 - 2:50 PM

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stellarhealth

HOW INDEPENDENT PRIMARY CARE PROVIDERS CAN THRIVE FINANCIALLY IN TODAY'S VALUE-BASED PAYMENT WORLD

To many providers, the phrase "value-based payments" really means "you're going to get less money and need to do more work." And for most, that is exactly the case. However, an elite group of primary care providers have figured out how to double revenue and improve quality of care by taking advantage of the recent industry changes. These providers learned an important secret: insurers reap significant financial benefits from the chores that primary care providers are being asked to do, for example scheduling mammograms or documenting a chronic condition or inputting results from a blood pressure exam. Unfortunately, most primary care providers do not share in that financial benefit today. But there's hope. In 2018, a statewide independent physician association (IPA) confronted the insurers about this inequity, earned respect from the insurers and executed a strategy that generated an extra \$65,000 per year for its top performing primary care providers. This elite group of independent providers successfully flipped the balance of power back to the physician, and are now thriving in today's value-based payment world.

SPEAKERS — BEN KRAUS, Chief Executive Officer, Stellar Health, New York, NY; **MICHAEL MENG**, President & Chief Financial Officer, Stellar Healthcare, New York, NY

MODERATOR — RICHARD M. TUTEN, J.D., CEO, CBHS IPA, Greenwood Lake, NY

2:50 - 3:30 PM

ACOs/CINs: FROM THE BEGINNING...

This retrospective presentation will explore the experiences of a forward-thinking physician leader in the ACO/CIN space. We will address beginnings, evolution, errors, and expectations for the future.

SPEAKER — JASON A. CANNELL, DO, S-AME, Medical Director, Boulder Valley Care Network, Boulder, CO

MODERATOR — RICHARD M. TUTEN, J.D., CEO, CBHS IPA, Greenwood Lake, NY

3:30 - 4:10 PM

DPC - WHY AND HOW

Learn about Payor Types then and now, traditional and non-traditional; The Generations, who they are and why do we need to pay attention; How DPC's can give more leverage to Association Health Plans, lowering Premiums and out of pocket for the patient and lowering cost to the Insurer; AND how can you make the transition?

SPEAKER — CLINT FLANAGAN, MD, Nextera, Boulder, CO

MODERATOR — BARBARA MASSEY, Director, Provider Relations, Boulder Valley IPA, Boulder, CO

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Friday, March 22, 2019

4:10 - 5:00 PM

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NEW INCOME STREAMS IN HEALTHCARE

It's very difficult to meet the demands of what you were trained for by providing the highest levels of patient care - yet still look for innovative products and services to drive new income. So many opportunities are right in front of you to accomplish this AND provide more value to your patients. We will discuss innovative income drivers for your practice, and making an even greater positive impact on your patient care. Drive New Income and Retire Well.

SPEAKERS — **BRIAN HAZELGREN**, CEO, RX2 Live, Mesa, AZ; **ALAN J. IEZZI**, M.D., FAAFP, President and Medical Director, Family Medical Centers of Tampa Bay, P.A., (Formerly known as Associated Primary Care, Inc.), Founder, Tampa, FL; **MICHAEL MENG**, President & Chief Financial Officer, Stellar Healthcare, New York, NY

MODERATOR — **TED STEUER**, Executive Director, Scripps Mercy Physician Partners, San Diego, CA

5:00 - 5:30 PM

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INNOVATIONS IN RETIREMENT PLANNING: HOW TO LEVERAGE BLOCK PRICING FOR MAXIMUM BENEFITS AND REDUCTION OF YOUR FIDUCIARY RISK

Learn today the newest innovation in retirement plans that you've likely never heard about! Chris Connelly, Rob Savage and Mark Gajowski will be there to talk about the newest IPA member benefit, the NEXt retirement plan exchange! This exclusive member benefit is in partnership with Transamerica and leverages the concept of aggregate pricing, maximum technology and best of the best fund partners to bring a plan to the masses. Best of all, you are able to fully customize the plan benefits to receive maximum benefits and minimize liability and staff costs.

SPEAKERS — **DAK PATEL**, Regional Vice President, Transamerica, Tampa, FL; **ROBERT SAVAGE**, Financial Advisor, Vice President, Ameriprise Financial Services, Inc., Boston, MA

MODERATOR — **TED STEUER**, Executive Director, Scripps Mercy Physician Partners, San Diego, CA

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Saturday, March 23, 2019

9:00 - 9:25 AM

MORNING ICE BREAKER WITH TIM CLUE**SPEAKER** — **TIM CLUE**, *Motivational Speaker***MODERATOR** — **MIKE REPKA**, CEO, Independent Physicians Network, Milwaukee, WI

9:25 - 9:50 AM

GREATEST CHALLENGES — COMPLIANCE AND DOCUMENTATION

As payor audits and denials continue to increase, what can you and your practice do to minimize your risk?

SPEAKERS — **LARRY WINSTEAD**, National Account Manager, Nicka and Associates, Inc., McKinney, TX**MODERATOR** — **MIKE REPKA**, CEO, Independent Physicians Network, Milwaukee, WI

9:50 - 10:10 AM

TELE-MEDICINE: GROW REVENUES AND REMAIN INDEPENDENT

We will look at ways tele-medicine can help you increase revenue growth while efficiently managing your workload, reducing burnout and increasing patient satisfaction.

SPEAKERS — **RICHARD M. POPOVIC**, President, MDTree, Syracuse, NY; **I. MICHAEL VELLA**, MD, Chief Medical Advisor, MDTree, Syracuse, NY**MODERATOR** — **MIKE REPKA**, CEO, Independent Physicians Network, Milwaukee, WI

10:10 - 10:40 AM

A DIRECT EMPLOYER CONTRACTING MAGNET FOR IPAS

Learn a new approach to differentiate your IPA from the BUCHAs, understand ways to engage employers to create better IPA contracts and more physician revenue, and see how unique health benefit designs can add to your IPAs margin by generating value for the employer and employee.

SPEAKER — **GAVIN QUINNIES**, CEO, US HealthCenter, Inc.**MODERATOR** — **EVELYN JONES**, CEO, Allied Physician Services, LLC, Watkinsville, GA

10:40 - 11:10 AM

THE MILLENNIAL MULTIPLIER: HOW TO RECRUIT, ENGAGE, AND RETAIN THIS BURGEONING PHYSICIAN POPULATION

How will millennial physicians improve a healthcare system's success, how to adapt traditional recruitment and incentive strategies for this new generation of physicians, how to source and identify millennials that are good clinical and personality matches, how to continue to engage and retain this population segment after recruitment.

SPEAKER — **KATHY JORDAN**, Founder and President, Jordan Search Consultants, O'Fallon, MO**MODERATOR** — **EVELYN JONES**, CEO, Allied Physician Services, LLC, Watkinsville, GA

11:10 - 11:55 AM

DELEGATION OVERSIGHT

With the increased scrutiny of health plans by regulators due to provider communities taking on more risks with capitation arrangements, using his Medicaid health plan in California, Chet Uma will be sharing his thoughts on delegation oversight and some of the processes and structure where the health plans and provider communities as partners should consider collaborating.

SPEAKER — **CHET UMA**, Chief Executive Officer, Aetna Better Health of CA, San Diego, CA**MODERATOR** — **EVELYN JONES**, CEO, Allied Physician Services, LLC, Watkinsville, GA

11:55 AM - 12:00 PM

CLOSING REMARKS**SPEAKER** — **AL HOLLOWAY**, MBA, MHA, President/CEO TIPAAA, Milton, GA